

### Parents' and carers' perceptions of infant feeding health messaging in the North West Coastal region: a grounded theory study.

You are being invited to participate in a research study. Before you decide whether to participate, it is important for you to understand why the research is being done and what it will involve. Please take time to read the following information carefully and please do ask if you would like more information or if there is anything that you do not understand. Please also feel free to discuss this with others if you wish. We would like to stress that you do not have to accept this invitation and should only agree to take part if you want to.

The researcher is me, Becca Selby. I am a PhD student at the University of Central Lancashire and a Doctoral Fellow at the National Institute of Health Research Applied Research Collaboration North West Coast (NIHR ARC NWC). I will be supported in this project by a research team. Details can be found at the bottom of this document.

Thank you for reading this.

#### What is the purpose of the study?

The aim of the project is to explore parent and carer perceptions of public health messages related to infant feeding in the North West Coastal region. The messages that will be discussed are those you as parents and carers have access to during your daily lives.

#### Why have I been invited to take part?

You have been invited to take part as you identify as a parent or carer of a child under 36 months old and live in the North West of England.

#### What will happen if I take part?

If after reading this information you would like to take part, I will send you a consent form and arrange to interview you at a time and date which is convenient for you about your perceptions of public health messages related to infant feeding. It is up to you whether you would prefer to be interviewed individually or within a group. I will bring along some examples of infant feeding health messages to help with the discussion, but you can also bring some of your own.

If you choose to be interviewed using Microsoft Teams, it is up to you if you would like to leave your camera on or not. If you would like me to switch my camera off, that is okay. These interviews will take approximately 30-45 minutes.

All interviews will be audio recorded (Teams interviews with cameras on will also be video recorded) and transcribed (written up). Anything personal or that may identify you will be removed at this stage. It is possible that quotes may be present in the final thesis, but nobody will be able to identify you. You may be approached again at a later date if the researcher has further questions, but there is no obligation to participate in these follow up activities.

#### How will my data be used?

The University processes personal data as part of its research and teaching activities in accordance with the lawful basis of 'public task', and in accordance with the University's purpose of "advancing education, learning and research for the public benefit".

Under UK data protection legislation, the University acts as the Data Controller for personal data collected as part of the University's research. The University privacy notice for research participants can be found on the attached link [https://www.uclan.ac.uk/data\\_protection/privacy-notice-research-participants.php](https://www.uclan.ac.uk/data_protection/privacy-notice-research-participants.php)

Further information on how your data will be used can be found in the table below.

How will my data be collected?	<i>One to one or small group interviews, which will be recorded, transcribed and anonymised.</i>
How will my data be stored?	<i>All interview recordings, transcripts and data will be stored on the UCLan encrypted OneDrive</i>
How long will my data be stored for?	<i>We will store your data for 7 years from the end of the project.</i>
What measures are in place to protect the security and confidentiality of my data?	<i>The university OneDrive is encrypted and password protected. Only the research team will have access to your data.</i>
Will my data be anonymised?	<i>Any identifying information will be removed from your interview. We will be using quotes in reports and publications, but you will not be identifiable in this work</i>
How will my data be used?	<i>The Interviews will be transcribed (written up), and anonymised and will be used in reports and publications and possibly for teaching purposes.</i>
Who will have access to my data?	<i>Only the research team will have access to interview recordings.</i>
How will my data be destroyed?	<i>Audio and video recording will be destroyed once transcribed. All remaining data will be removed from the University of Central Lancashire server after 7 years.</i>

#### Are there any risks in taking part?

It is possible that talking about infant feeding health messages health messages could be distressing. There is information for some support services at the bottom of this sheet.

If you or a member of your household experience covid symptoms prior to an in-person interview, please contact me to rearrange. Similarly, if any symptoms develop following an in-person interview, please let me know as soon as possible so that I can respond accordingly. This will help to prevent the virus spreading.

#### Are there any benefits from taking part?

There are no direct benefits associated with your participation in this study. However, your participation will help us to understand parents and carers perceptions of infant feeding health messaging, which may go on to inform future campaigns.

#### Expenses and / or payments

All interview participants will be given a £10 Love2shop voucher.

#### What will happen to the results of the study?

My write up will be in the form of a PhD thesis which will be submitted to my university. I also plan to publish my findings in research journals and other relevant places, such as research conferences and may be used for teaching purposes. If you would like to receive a copy of the results of this study, please contact us on the contact details provided below.

#### What will happen if I want to stop taking part?

Participation in this project is voluntary, and you can withdraw at any time without giving a reason by contacting [rselby1@uclan.ac.uk](mailto:rselby1@uclan.ac.uk). If you wish to withdraw please note that data collected prior to withdrawal

will be retained but no further data will be collected. We won't be able to remove your data from group based interviews due to the nature of these discussions.

#### What if I am unhappy or if there is a problem?

If you have any concerns about any part of this project, please email me ([rselby1@uclan.ac.uk](mailto:rselby1@uclan.ac.uk)) or my primary supervisor Dr Victoria Hall Moran ([VLMoran@uclan.ac.uk](mailto:VLMoran@uclan.ac.uk)) and we will try to help. If you remain unhappy, or have a complaint which you feel you cannot come to us with, then please contact the Ethics, Integrity and Governance Unit at [OfficerForEthics@uclan.ac.uk](mailto:OfficerForEthics@uclan.ac.uk).

The University strives to maintain the highest standards of rigour in the processing of your data. However, if you have any concerns about the way in which the University processes your personal data, it is important that you are aware of your right to lodge a complaint with the Information Commissioner's Office by calling 0303 123 1113.

#### Who can I contact if I have further questions?

The research team;

Researcher	Becca Selby	University of Central Lancashire	Rselby1@uclan.ac.uk
Supervisor	Victoria Hall Moran		VLMoran@uclan.ac.uk
Supervisor	Gill Thomson		GThomson@uclan.ac.uk
Consultant	Alison Feeley	Public Health	
Public Advisor	Saiqa Ahmed	NIHR ARC NWC ( <i>National Institute of Health Research Allied Research Collaboration North West Coast</i> )	
Public Advisor	Dominique Nylander		

Below is a list of national services that will be able to give you professional guidance and support if you would like it. These organisations provide information and advice and offer a helpline service. Please note that the accessibility of these support services may be affected by the pandemic.

Organisations who offer support should you need it:

- PALS (Patient advice and Liaison Service) <https://www.nhs.uk/nhs-services/hospitals/what-is-pals-patient-advice-and-liaison-service/>
- Mind: <https://www.mind.org.uk/information-support/types-of-mental-health-problems/postnatal-depression-and-perinatal-mental-health/perinatal-anxiety/#.WzPST9JKiIU>
- Birth Trauma Association [Home - Birth Trauma Association](#)